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# *HOLDRIDGE'S CATALOGUE*

## *Strawberry Plants*

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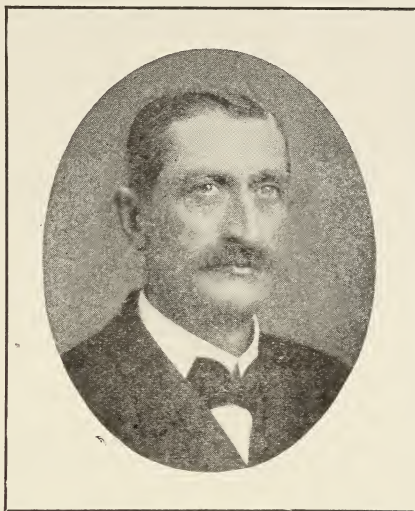
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*Grown by*  
***S. E. Holdridge***  
***LEDYARD, CONNECTICUT***

*P. O. Address*  
***NORWICH, CONN., R. F. D. 6***

*Telephone Connection*



**S. E. HOLDRIDGE****TO OUR PATRONS AND FRIENDS.**

I welcome the privilege again of presenting my annual strawberry catalogue to you for your consideration. I am grateful for the support of my customers who have helped me from a small beginning to an increased volume of business each year. My sales for 1925 were the largest in my history of plant selling. I thank you all for your orders and for kind words said about me.

It has been my only aim to build my reputation on Honesty, Integrity, Square Dealing and Prompt Service.

My biggest asset is the good will of my friends and I sincerely value the business you have given me.

My friends have always appreciated my promptness in filling orders and my efforts to please. I will go a long ways to prevent a customer from being dissatisfied. I do not claim to be perfect. We are all human and slight errors may creep in some time, but my system is so well organized that they are reduced to a minimum.

I have the personal supervision of all orders and if plants are not found true to name and as represented your money will be refunded.

I cannot guarantee plants to live if they are not well taken care of, but I do guarantee that all plants sent will be true to name, and will reach their destination nearly as fresh as when dug. What other grower could do more?

I have been raising strawberries nearly all my life and I can honestly say I never had better plants than I have for this spring delivery. Many have seen my beds growing during the

past year, including Prof. A. E. Wilkinson, of the State College, County Agent Clark, and many others. They all pronounced them as fine as they had ever seen.

Everyone who purchases plants of me will be treated fairly and squarely.

The person who only buys a small quantity will be treated the same as the larger buyer.

I have been interested in strawberries for a number of years and love to work among them. I introduced the Gassett three years ago and it has proved all that I said of it and more.

I have three other varieties that I am testing out.

I am careful in selecting out plants for setting, and by so doing I have improved the strain to a large extent.

I do not believe anyone in New England has any better Howard No. 17 plants than I have this year.

Each year I select only the best plants for setting. By this continuous method I have improved the strain as for quality and productiveness and I do not believe my plants can be excelled anywhere.

I now have a strain of Howard No. 17 plants that cannot be beaten. They are now more productive than when I bought my original plants from Prof. Stevens at the State College.

Do not compare my plants with cheap Southern or Michigan grown plants—they are worth a great deal more.

I am printing a few testimonials from satisfied customers. If I had not sent them good plants they would not say, unsolicited, what they do in their letters. It is very pleasing to me to receive such testimonials.

To you who have purchased and know my plants I want you to help me.

To reach new customers a firm must advertise. Most people like to share good fortunes with others. By pointing out this splendid opportunity to purchase good, reliable plants, true to name, from one who will only send the same kind of plants that you receive, you will do your friends a real service which they will appreciate. For your trouble in sending some names to me of those who are interested in strawberries, you will receive some extra plants that are not included in your order.

My sons are interested with me in the growing plants and one of us is always able to supervise each part of the work.

## GRADING AND PACKING.

We do not carry plants in stock. Our plants are freshly dug each day—carried to the packing shed—trimmed under cover with no exposure from sun or wind—tied into bunches of 25 with good count. Counters are advised to throw out all small and inferior plants. The tying and counting is practically under my supervision. They are then packed in damp, live moss, of which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug. Each bundle is labeled. Plants dug, trimmed and packed this way will reach their destination nearly as fresh as when dug.

## SETTING OUT PLANTS.

Do not set plants on greensward, but upon old ground which has been previously planted and manured. Ground bone, chicken fertilizer and a good commercial fertilizer with plenty of potash are the best fertilizers. Plants should be set 18 to 20 inches in the row and from  $3\frac{1}{2}$  to 4 feet between the rows. This gives the narrow matted row which is the best kind of a row, unless you grow in the hill system, when plants are set about 12 inches in the row and from 3 to  $3\frac{1}{2}$  feet between the rows. All of my plants are marked Perfect or Imperfect. All of my plants that I am selling this year do not need to be fertilized—they will all fruit alone.

## PRICES.

My prices are not high compared with the quality of my plants. It does not pay to buy cheap plants anymore than it does pay to buy cheap seed. I have bought cheap plants from Michigan and from the South and I have been greatly disappointed. Whether you buy your plants from me or not I would advise you to purchase your plants from some honest grower in New England. A fair price for good plants is a good investment.

## INSTRUCTIONS TO PURCHASERS.

Order your plants early and set them out early. If your order is placed early, you will be sure of getting your plants when you want them and you will get the variety you want. Sometimes in the late season we are sold out of some varieties. Plant in April if you can. Remit in any way most convenient to you.

When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If they are left in package, they might heat—wet roots a little before setting.

If we are sold out of any variety when your order is received, shall we substitute or not? We will not substitute unless you direct us.

## TERMS.

Orders may be booked at any time. If not ready to send full remittance now, send part payment and the balance before shipping. Some exceptions are made to old customers and to those of whom we are acquainted. I am always pleased to have a kind word from customers.

If you like my plants tell some one else. It will be appreciated.

If you desire more catalogues, they will be sent upon request. Again thanking you for past favors and trusting to receive your patronage this year, I will bring this message to a close and wish you all a most prosperous and bountiful season.

S. E. HOLDRIDGE.

Norwich, Conn., R. D. No. 6.

Telephone Connection, Norwich Division, 1855-4.



## VARIETIES.

**ABINGTON (Perfect)**—A good mid-season variety which I think a good deal of. Will do well on all kinds of soil. The plants are healthy and make a good row. Fruit light red in color and the quality is excellent. It is very productive and its fruiting season is nearly four weeks. It is better for a near home market than for distant shipment. After many other varieties are gone you can still find some Abington berries amongst the vines. I have had this variety a number of years. If you want quality you will not be disappointed in this berry.

50 for \$0.75. 100 for \$1.00. 1,000 for \$6.00.

**GLEN MARY (Perfect)**—This is a mid-season variety and an old standard, well known by all who have grown berries. The plants are very large and strong rooted. Free from rust and very productive. Berries large and fancy. Very large yields have been reported by commercial growers of this variety.

50 for \$0.75. 100 for \$1.00. 1,000 for \$6.00.

**CORSICAN (Perfect)**—I believe this is the sweetest berry grown. If you want quality in a berry, set this variety. You will not be sorry that you planted this variety after you once have eaten of its fruit. Plants large and stocky, and the berry is large and fancy. Nearly every year I am sold out of this variety and have to return money. Customers that know this berry are always anxious to get it again. If you want a sweet berry, try some of this variety and you will not be disappointed. It is a mid-season berry.

Prices same as Howard No. 17.

**COOPER (Perfect)**—I fruited this berry for the first time last year. They made a fair growth of vines and were quite early. It was quite dry where they were planted and I was rather disappointed with them. They might have done better if they had been in better ground. They have been widely advertised as one of the best berries yet introduced.

Prices same as Abington.

**PREMIER (Perfect)**—The earliest berry that I grow. Equal to the Howard for productiveness. Premier is the best all-around early berry grown today. It is practically frost-proof and will stand severe frosts in the spring where many other varieties are killed. Some people think the Premier and Howard No. 17 are one and the same. I for one do not. Although the plants resemble each other, and the fruit is about the same size and color, the Premier variety fruits from three to seven days earlier with me, fruited side by side with the Howard No. 17. You know the earlier varieties of strawberries bring the most profit. If you want a good early variety, one that bears large fancy berries through a long season, you will not make any mistake in planting largely of Premier.

Prices same as Howard No. 17.



**GASSETT**—This is one of my introductions and it is a good one. Medium late to very late. It has pollen enough to fruit alone, but would not fertilize with another variety. I have tried many varieties, but this one is the latest of them all. The plants are large and stocky. Very healthy, free from any leaf spots or rust. Fruit stalks very long and prominent which holds fruit well off the ground. The berries are large and deep red. The quality is excellent for a late berry. It is very productive. I have received some very fine testimonials from customers who have fruited this variety. Do not fail to include some of this variety in your order. You will not be disappointed.

Prices same as Howard No. 17.

**CHAMPION (Ever-bearer) (Perfect)**—Champion is a heavy fruiter of medium sized berries. I fruited this variety last year alongside of my Imported Progressives. We picked more quarts to the row from the Progressives than we did from the Champion. The plant growth is similar and the fruit the same shape and color. I can recommend Champion as a good variety to plant. I cannot see very much difference between this variety and the Progressive.

25 for \$0.75. 50 for \$1.00. 100 for \$2.00. 250 for \$3.50.  
500 for \$7.00. 1,000 for \$12.00.

**PROGRESSIVE (Ever-bearer) (Perfect)**—I have been careful each year in setting out selected plants of this variety and I now have a strain that is hard to beat. It was, and is now the best Ever-bearer, with the exception of my new Ever-bearer that has not been introduced yet. Plants set in the spring, with the blossoms picked off until July 15 or August 1st, will produce fresh luscious berries until the snow flies. They will bear a good crop the following spring, ripening very early. They are very productive and the quality is delicious. You do not have to wait one year to get berries. You can have them to eat or sell this fall of 1926. They bring good prices on the market.

Prices same as Champion.

**HOWARD No. 17 (Perfect)**—I think this is the best berry that has been introduced at the present time. No berry can equal it in many ways. Earliness, productiveness. A good plant maker. Free from disease and will succeed nearly everywhere on different soils. I sell each year more plants of this variety than all other varieties combined. My original plants came from Prof. Stevens, of Storrs College, and they are true to name. Each year I am careful in selecting my Howard plants for setting and the result is that I have at present a strain of Howard No. 17 plants that is hard to beat. They are early which is a very essential thing in a berry. They are exceedingly productive for nearly four weeks. They are large and fancy, and do not run small at the last like some berries. Each year I think I have the best Howard plants, but this year they are better than ever. It is probably the nearest perfect strawberry in New England and

a great money maker. You will make no mistake in planting largely of this variety. Prof. Wilkinson, vegetable specialist at State College, saw my Howard plants last fall. He pronounced them as good as any he had seen in the state. When a statement like that comes from a man like Mr. Wilkinson, you may rest assured that you will make no mistake in placing your order with me for Howard No. 17 plants. If I should let my plants run where they wanted to, there would be many small plants and I could sell them at a lower price than I am asking. I cannot produce the quality of the plants that I do, and sell them for \$7.00 or \$7.50 per M. I claim my plants are cheap at the price I ask for them.

If you give me an order for Howard No. 17 plants I promise you will not be disappointed.

Same price as last year.

25 for \$0.75. 50 for \$1.00. 100 for \$1.50. 250 for \$3.00

500 for \$5.00. 1,000 for \$9.00. 5,000 for \$8.50 per M.

10,000 for 8.00 per M.

All trimmed, bunched, packed in damp moss and delivered free to your door, or express office anywhere in New England.

**NEW BERRY**—I have a new strawberry of the Ever-bearing type. I thought I would introduce it this spring, but have decided to test it out one year more. If it does well this year you will be able to procure plants of this variety next spring. The following is a description given by Mr. Wilkinson, Vegetable Specialist at the State College. Th's new berry will receive a name. Can you help me suggest a name? Free plants of this variety will be given in the spring of 1927 to those who suggest the correct name which we shall give.

### **LEDYARD MAN SELECTS EVER-BEARING STRAWBERRY.**

[By Albert E. Wilkinson, Vegetable Specialist, Connecticut Agricultural College, Storrs, Conn.]

It will be interesting to growers of strawberries to know that a new ever-bearing strawberry has been selected by Samuel Holdridge, of Ledyard, says Albert E. Wilkinson, vegetable specialist at Connecticut Agricultural college. Mr. Holdridge for several years has been selecting from the older variety Superb. He has a berry which is exceedingly productive of very large sized fruit. The foliage of this new berry is very dark and it grows to medium height. The leaves seem to be free from "birdseye." The berries are set on 4½ to 6 inch arms, the fruit being in clusters of 25 or more. One plant that was counted had 172 berries of varying sizes on it. The fruit is almost spherical, many of them being from three-fourths to seven-eighths of an inch in diameter. When ripe the fruit is blood red and glossy. The seeds are yellowish green. The quality of the fruit is excellent for a late type. Congratulations should be extended to Mr. Holdridge for his careful work in selecting such a fine producing type.

[Extract from Norwich Bulletin, Norwich, Conn., October 8, 1925.]

## RASPBERRIES.

**WINFIELD (Black)**—In my opinion this is the best black cap grown, perfectly hardy, very early. Ripens soon after our late strawberries have finished. Extra large. Very sweet. Very productive. Will outyield any other variety. Averaged the same price in the Norwich market last year as the red variety. They are the most profitable berry that I have grown. I have had this berry for a number of years and I have never advertised it before. I do not think there are many dealers, if any, in New England who have this variety for sale besides me. It is the most wonderful black raspberry that I have ever seen. My supply is limited.

Price: \$0.10 each. 25 for \$2.00. 50 for \$3.50. Strong one year plants.

**PLUM FARMER (Black)**—A profitable early variety. I consider this the best of the black cap until I found out about the Winfield which I like better. Still this is an excellent variety. Large, productive, and sells well in the market.

Price: \$0.08 each. 25 for \$1.75. 50 for ~~\$3.00~~ <sup>23</sup>,

## RHUBARB OR PIE PLANT.

The first thing in the spring to furnish material for pies and sauce. Easy to grow and very healthy.

## MYATT'S LINNAEUS.

The best variety. Large, early, tender and yields abundantly. Price \$0.20 each. 10 for \$1.75. 100 for \$10.00.

## SPECIALS.

I am offering two collections this year. Three varieties each and all good. Will supply the needs of any small family or will give you a start in strawberries.

### Collection No. 1.

Fifty Abington, \$0.75, 50 Glen Mary, \$0.75, 50 Progressive or Champion Ever-bearers, \$1.00. All for \$2.00.

### Collection No. 2.

Fifty Howard or Premier, \$1.00, 50 Corsican, \$1.00, 50 Gassett, \$1.00. All for \$2.25.

Delivered free.

## WHAT OTHERS SAY.

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### A Satisfied Customer is the Best Advertiser.

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North Franklin, Conn., May 2, 1925.

Mr. S. E. Holdridge, Dear Sir:—The berry plants arrived in first class condition. A very fine lot of plants. Thanks for the full bunch.  
Respectfully, C. L. HAZEN.

Amston, Conn., May 12, 1925.

Dear Mr. Holdridge:—This is tardy acknowledgement of receipt of strawberry plants. Came all O. K. Thank you for the extras, and also for the corn seed. Plants look very promising.  
Sincerely, C. P. LILLIE.

Collinsville, Conn., May 21, 1925.

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—I received the strawberry plants yesterday in fine condition. They are very nice plants, being well rooted. I shall know where to send when I need more. Many thanks for the extras.

Very truly yours, JOHN H. WOOD.

Franklin, Conn., April 18, 1925.

Mr. S. E. Holdridge, Dear Sir:—The strawberry plants received all O. K. Many thanks to you for attending to such a small order.  
Respectfully yours,

JAMES W. HUNTINGTON.

Branford, Conn., May 4, 1925.

S. E. Holdridge, Dear Sir:—Strawberry plants arrived O. K. Was much pleased with them. Thanks for extra ones. I too have been stung with plants from Michigan, but this time they came through all right, but were not trimmed as yours were.

Yours truly, E. W. CADWELL.

Brattleboro, Vermont June 25, 1925.

Mr. S. E. Holdridge, Ledyard, Conn., Dear Sir:—Plants arrived Wednesday noon O. K. Fine plants. Thanks for extra plants.  
Truly yours, F. A. JOHNSON.

Windsor, Conn., August 4, 1925.

S. E. Holdridge, Norwich, Conn., Dear Sir:—I am pleased to let you know that the plants I bought of you last season were very fine. I picked the first berries June 6, and they were good size and big yield. I remain, yours very truly,

JACK YAEGER.

River View Farm, Ernest Lamb, Fruit and Vegetables,  
Lower Pawcatuck, Westerly, R. I., April 25, 1925.

S. E. Holdridge, Norwich, Conn., Dear Sir:—Enclosed find check for strawberry plants. I have been growing strawberries and buying plants for the last 26 years. Will say, you have them all beat. Best plants, best pack and best count.

ERNEST LAMB.

East Wareham, Mass., April 30, 1925.

Dear Sir:—Your very nice plants arrived Saturday in fine condition. Thank you for extra plants and corn.

Yours respectfully, S. C. BURGESS.

Jewett City, Conn., April 10, 1925.

The strawberry plants received and put out. They will grow all right. The plants you sent me last year are looking fine. Thank you for the extras which you sent.

MRS. E. M. SWIFT.

Norwich Town, Conn., May 12, 1925.

Mr. Samuel Holdridge, Dear Sir:—I received your plants and must say that they are the healthiest and best looking plants that I have ever seen. I thank you for the extra ones.

DELOR H. MOSEY, R. D. No. 8, Norwich Town.

Oakdale, Conn., May 9, 1925.

S. E. Holdridge, Dear Sir:—I received the strawberry plants to day in fine shape and I say they are nice looking. I thank you for your prompt shipment. You will please find check for \$12 for same.

Yours in F., L. and T.

ELMER J. TEFFT, Oakdale, Conn.

Marlboro, Mass., April 15, 1925.

Mr. S. E. Holdridge, Norwich, Conn.:—Will you please send me some time in May 100 plants of "Howard No. 17" strawberry. I enclose check for \$1.50 for same. Last year we had some of your plants. They had the best roots that I have ever seen. We hope to have an abundance of fruit. Very sincerely.

ELLA E. HOWE.

Willimantic, Conn., R. D. No. 2, May 8, 1925.

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—Acknowledging postal of 6th. The plants came safely to hand Thursday morning and in good condition. They certainly seemed to be fine plants and with a good root system. Thank you for prompt attention, also for the 25 Eaton plants received with the others.

Very truly, F. G. BARBER.

Warehouse Point, May 20, 1925.

Mr. S. E. Holdridge, Norwich, Conn., My dear Sir:—Received the 300 Gassett plants to day. They are very nice plants and I am well pleased with them. Shall plant with care in the morning. I thank you for sending them so well packed and such quick service.

Believe me I am truly yours,

FRANCIS B. ALLEN.

Norwich, Conn., July 27, 1925.

Mr. S. E. Holdridge, Ledyard, Conn., Dear Sir:—Received the plants in good shape, O. K. They are a fine specimen of strawberry plants. I have bought from other firms before, but they are no such plants as you raise. If I can recommend you and your plants to any one, will be more than pleased to do so. Wishing you success and prosperity, I remain, yours truly,

GEORGE A. TEFFT.

Potter Hill, R. I., April 13, 1925.

S. E. Holdridge:—Your plants are fine. I thank you very much for sending them. Enclosed find money order.

Yours truly, MISS LIDA A. THOMAS.

Miss Thomas has already placed a nice order with me for this spring delivery.

Westbrook, Maine, June 3, 1925.

S. E. Holdridge, Dear Sir:—My order of 100 Gassett strawberry plants received O. K. They were the handsomest plants that I ever saw and not one has wilted since set out. I am more than pleased with them. I bought 1,000 Howard No. 17 of another firm and since receiving your plants I regret that I had not known of you before sending for those plants which were not O. K. Many of them, the roots were black, looked like old plants. I am enclosing money order to you for 500 of your Howard No. 17, as I fear some of those I have set out will die. I realize it is getting late but will take chances. I certainly can recommend you on strawberry plants. Yours truly, OTIS N. WHEELER.

P. S.—I want to tell you how quick I received my Gassett plants. I sent the order off on the Saturday night mail and the following Wednesday A. M. received the plants. Some service.

O. N. W.

I do not believe there is any plant grower that gives better service than we do. I was very sorry to disappoint Mr. Wheeler on his last order, but we had sold out all of our Howard No. 17—nearly 100,000 last year—when his order was received. S. E. H.



(Copy)

State of Connecticut

(Seal of Conn.) Date—Sept. 2, 1925.

No. 53.

Office of State Entomologist  
Connecticut Agricultural Experiment Station  
New Haven, Conn.

**NURSERY INSPECTION AND REGISTRATION CERTIFICATE**

This is to Certify that S. E. Holdridge, of Ledyard, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925, and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1926.

W. E. BRITTON, State Entomologist.



Bulletin Print,  Norwich, Conn.





The above picture was taken September 9, 1925, and is one of my beds of Howard No. 17 plants. You would not see any better bed of strawberry plants in New England. These are the plants that will be taken up and shipped to you this spring. County Agent Walter Clark on the right, Archie, my son, and myself on the left.